

ORDER



Orders
Order / Rev: 714296
Alt Order #: 06318887
Product Desc: SOBHANI FOR SENATE
Estimate:
Flight Dates: 09/19/12 - 09/25/12
Original Date / Rev: 09/17/12 / 09/21/12
Order Type: Political

WUSA

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency Name: SRH Media/ POL
Buying Contact:
Billing Contact:
 2204 Countryside Drive
 Silver Spring, MD 20905

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Sobhani, R / I / Senator
Demographic: A35+
Product Codes: PL-US Senate
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/25/12	90	\$144,850.00	\$123,122.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	90	\$144,850.00	\$123,122.50	0.00
Totals	90	\$144,850.00	\$123,122.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUSA	09/19/12	09/21/12	5-6a 9 News @ 5a 9News @ 5a	CM	5-6a	--WTF--	:30	3	\$450.00	P-2	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	--WTF--			3		\$450.00		0.00				
E 2	WUSA	09/19/12	09/21/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	--WTF--	:30	3	\$800.00	P-1	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	--WTF--			3		\$800.00		0.00				
E 3	WUSA	09/19/12	09/21/12	CBS This Morning CBS This Morning	CM	7-9a	--WTF--	:30	3	\$400.00	P-1	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	--WTF--			3		\$400.00		0.00				
E 4	WUSA	09/19/12	09/21/12	9-930a Inside Edition	CM	9-930a	--WTF--	:30	3	\$400.00	P-1	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	--WTF--			3		\$400.00		0.00				
E 5	WUSA	09/19/12	09/21/12	930-10a The Insider	CM	930-10a	--WTF--	:30	3	\$400.00	P-1	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	--WTF--			3		\$400.00		0.00				
E 6	WUSA	09/19/12	09/21/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	--WTF--	:30	3	\$1,500.00	P-1	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	--WTF--			3		\$1,500.00		0.00				

Order / Rev: 714296
 Alt Order #: 06318887
 Flight Dates: 09/19/12 - 09/25/12

Advertiser: Sobhani, R / I / Senator
 Product Desc: SOBHANI FOR SENATE
 Estimate: WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	WUSA	09/19/12	09/21/12	DT Daytime	CM	9a-3p (12:30 PM-3:00 PM)	-- WTF--	:30	3	\$1,500.00	P-1	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-- WTF--	3		\$1,500.00		0.00						
E 8	WUSA	09/19/12	09/21/12	3-4p The Doctors	CM	3-4p	-- WTF--	:30	3	\$500.00	P-2	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-- WTF--	3		\$500.00		0.00						
E 9	WUSA	09/19/12	09/21/12	4-5p Dr. Phil	CM	4-5p	-- WTF--	:30	3	\$1,200.00	P-1	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-- WTF--	3		\$1,200.00		0.00						
E 10	WUSA	09/19/12	09/21/12	9 News @ 5p 9 News @ 5p	CM	5-6p	-- WTF--	:30	3	\$1,200.00	P-1	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-- WTF--	3		\$1,200.00		0.00						
E 11	WUSA	09/19/12	09/21/12	9 News @ 6p 9 News @ 6p	CM	6-630p	-- WTF--	:30	3	\$1,500.00	P-1	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-- WTF--	3		\$1,500.00		0.00						
E 12	WUSA	09/19/12	09/21/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	-- WTF--	:30	3	\$1,500.00	P-1	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-- WTF--	3		\$1,500.00		0.00						
E 13	WUSA	09/19/12	09/21/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	-- WTF--	:30	3	\$3,000.00	P-1	0.00	NM	3	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-- WTF--	3		\$3,000.00		0.00						
E 14	WUSA	09/19/12	09/21/12	CBS Evening News CBS Evening News	CM	630-7p	-- WTF--	:30	3	\$3,500.00	P-2	0.00	NM	3	\$10,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-- WTF--	3		\$3,500.00		0.00						
E 15	WUSA	09/19/12	09/19/12	Wed Prime C CRIM MINDS	CM	930-11p	-- W----	:30	1	\$7,000.00	P-3	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-- W----	1		\$7,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WUSA	09/17/12-09/23/12		Wed Prime C	930-11p		-- W-----	:30		\$7,000.00		0.00	NM		
E 16	WUSA	09/21/12	09/21/12	Fri Prime C Blue Bloods	CM	10-11P	---- F--	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	---- F--	1		\$6,000.00		0.00						
E 17	WUSA	09/22/12	09/22/12	NCAA Football Game #2 NCAA Football Game #2	CM	3-7p (3:30 PM-6:30 PM)	----- S-	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	----- S-	1		\$3,000.00		0.00						
E 18	WUSA	09/19/12	09/23/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	-- WTFSS	:30	5	\$2,500.00	P-2	0.00	NM	5	\$12,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-- WTFSS	5		\$2,500.00		0.00						
E 19	WUSA	09/19/12	09/21/12	Letterman Late Night with David Letterman	CM	1135P-1237A (11:35 PM-12:35 AM)	-- WTF--	:30	3	\$900.00	P-2	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-- WTF--	3		\$900.00		0.00						
E 20	WUSA	09/22/12	09/22/12	8-10a Sa CBS This Morning CBS This Morning: Saturday	CM	8-10AM	----- S-	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	----- S-	1		\$300.00		0.00						
E		09/23/12			CM				1		P-3	0.00	NM	1	\$300.00

Order / Rev: 714296
 Alt Order #: 06318887
 Flight Dates: 09/19/12 - 09/25/12

Advertiser: Sobhani, R/ I / Senator
 Product Desc: SOBHANI FOR SENATE
 Estimate: WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
21	WUSA	09/23/12		1135p-1205a Sports Plus		1135P-1205A	-----S	:30		\$300.00					
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S					1	\$300.00		0.00			
E 22	WUSA	09/22/12	09/22/12	Sat Prime B	CM	9-10P	-----S-	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-					1	\$2,500.00		0.00			
E 23	WUSA	09/22/12	09/22/12	Sat Prime C	CM	10-11P	-----S-	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-					1	\$2,500.00		0.00			
E 24	WUSA	09/23/12	09/23/12	Sun Prime C	CM	9-10P	-----S	:30	1	\$12,000.00	P-2	0.00	NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S					1	\$12,000.00		0.00			
E 25	WUSA	09/24/12	09/25/12	5-6a 9 News @ 5a	CM	5-6a	MT-----	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MT-----					2	\$450.00		0.00			
E 26	WUSA	09/24/12	09/25/12	6-7a 9 News @ 6a	CM	6-7a	MT-----	:30	2	\$800.00	P-1	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MT-----					2	\$800.00		0.00			
E 27	WUSA	09/24/12	09/25/12	CBS This Morning	CM	7-9a	MT-----	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MT-----					2	\$400.00		0.00			
E 28	WUSA	09/24/12	09/25/12	9-930a	CM	9-930a	MT-----	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MT-----					2	\$400.00		0.00			
E 29	WUSA	09/24/12	09/25/12	930-10a	CM	930-10a	MT-----	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MT-----					2	\$400.00		0.00			
E 30	WUSA	09/24/12	09/25/12	9 News @ Noon	CM	12-1230P	MT-----	:30	2	\$1,500.00	P-1	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MT-----					2	\$1,500.00		0.00			
E 31	WUSA	09/24/12	09/25/12	DT	CM	9a-3p	MT-----	:30	2	\$1,500.00	P-1	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MT-----					2	\$1,500.00		0.00			
E 32	WUSA	09/24/12	09/25/12	3-4p	CM	3-4p	MT-----	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MT-----					2	\$500.00		0.00			
E 33	WUSA	09/24/12	09/25/12	4-5p	CM	4-5p	MT-----	:30	2	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MT-----					2	\$1,200.00		0.00			
E 34	WUSA	09/24/12	09/25/12	9 News @ 5p	CM	5-6p	MT-----	:30	2	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MT-----					2	\$1,200.00		0.00			
E 35	WUSA	09/24/12	09/25/12	9 News @ 6p	CM	6-630p	MT-----	:30	2	\$1,500.00	P-1	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MT-----					2	\$1,500.00		0.00			

Order / Rev: 714296
 Alt Order #: 06318887
 Flight Dates: 09/19/12 - 09/25/12

Advertiser: Sobhani, R/ I / Senator
 Product Desc: SOBHANI FOR SENATE
 Estimate:

WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 35	WUSA	09/24/12	09/25/12	9 News @ 6p 9 News @ 6p	CM	6-630p	MT-----	:30	2	\$1,500.00	P-1	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	MT-----		2				\$1,500.00		0.00			
E 36	WUSA	09/24/12	09/25/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	MT-----	:30	2	\$1,500.00	P-1	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	MT-----		2				\$1,500.00		0.00			
E 37	WUSA	09/24/12	09/25/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	MT-----	:30	2	\$3,000.00	P-1	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	MT-----		2				\$3,000.00		0.00			
E 38	WUSA	09/24/12	09/25/12	CBS Evening News CBS Evening News	CM	630-7p	MT-----	:30	2	\$3,500.00	P-2	0.00	NM	2	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	MT-----		2				\$3,500.00		0.00			
E 39	WUSA	09/24/12	09/25/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	MT-----	:30	2	\$2,500.00	P-2	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	MT-----		2				\$2,500.00		0.00			
E 40	WUSA	09/24/12	09/25/12	Letterman Late Night with David Letterman(11:35 PM-12:35 XM)	CM	1135P-1237A	MT-----	:30	2	\$900.00	P-2	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	MT-----		2				\$900.00		0.00			
Totals													90	\$144,850.00	